

Message Text

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45

ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-07 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 PA-02 PRS-01 NSC-05

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 46

UNCLAS MEXICO 8250

E.O. 11652: N/A

TAGS: ETRD, MX

SUBJECT: MEXICO TRADE FAIR - '75

1. AMBASSADOR AND TWO EMBASSY OFFICERS ATTENDED MEXICAN TRADE FAIR IN SAN ANTONIO, TEXAS, BEING HELD SEPT. 7-11. IMPRESSIVE EXHIBITION MARKS MEXICO'S THIRD AND MOST SERIOUS EFFORT IN FIELD OF INTERNATIONAL TRADE FAIRS. DISPLAYS OF 650 EXHIBITORS RANGED FROM HEAVY INDUSTRIAL EQUIPMENT AND CAPITAL GOODS TO TEXTILES AND HANDICRAFTS, WITH ONLY MODERATE EMPHASIS ON LATTER. FAIR ORGANIZERS WERE ECSTATIC OVER EXPOSITION'S SUCCESS AND NOTED THAT ORDERS BY END OF SECOND DAY TOPPED THOSE ACHIEVED AT ENTIRE 1974 FAIR. OFF-THE-FLOOR ORDERS AND PROJECTED SALES IN 1974 WERE 70 MILLION DOLLARS, ALTHOUGH U.S. RECESSION TENDED TO DIMINISH REALIZATION OF PROJECTED SALES, AND THIS YEAR'S TOTALS ARE EXPECTED TO TOP THIS FIGURE. SHOW AUGURS WELL FOR BOTH CONTINUED AND EXPANDED MEXICAN TRADE EXHIBITORS ABROAD, PARTICULARLY IN U.S., AND ADDS WELCOME NOTE OF RECEIPCITY TO OUR OWN U.S. TRADE CENTER ACTIVITIES AND OTHER TRADE EXHIBITION PARTICIPATION IN MEXICO.

2. FAIR ITSELF ALSO ACCOMPANIED BY SERIOUS ALL-DAY SEMINAR AIMED AT PROMOTING JOINT U.S.-MEXICAN INVESTMENT
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IN MEXICO (UNDER NEW INVESTMENT LAW, VIRTUALLY ALL JOINT

VENTURES MUST BE AT LEAST 51 O/O MEXICAN-OWNED). SURPRISINGLY, TALKS BY SUCH PERSONALITIES AS IMCE DIRECTOR JULIO FAESLER, SECRETARY OF INDUSTRY AND COMMERCE JOSE CAMPILLO SAENZ DID NOT ATTEMPT TO GLOSS OVER DIFFICULTIES INVOLVED AND, IF ANYTHING, PAINTED AN OVERLY GLOOMY PICTURE. FROM POINT OF VIEW OF ENCOURAGING JOINT INVESTORS SEMINAR WAS APPARENTLY NEGATIVE FACTOR. SEVERAL SPEAKERS AND OTHERS EXPRESSED COMPLAINTS CONCERNING CONTINUING LARGE MEXICAN TRADE DEFICITS WITH U.S.

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